

## CLAIMS

What is claimed is:

1           1.     A method for improving an information technology (IT) infrastructure  
2     for an organizational entity, the method comprising:  
3                 identifying a customer value proposition for the organizational entity,  
4     said customer value proposition reflecting an IT end user's perceived value derived  
5     from the use of information technology services;  
6                 determining a centralization/consolidation strategy for each of a  
7     plurality of infrastructure domains, said centralization/consolidation strategy  
8     reflecting the degree of centralization and consolidation to be implemented within  
9     said domains; and  
10                determining a normalized centralization/consolidation strategy over all  
11    of said plurality of infrastructure domains;  
12                wherein said normalized centralization/consolidation strategy balances  
13    said centralization/consolidation strategies for each of said plurality of infrastructure  
14    domains, thereby maximizing the value of said information technology services in  
15    accordance with said identified customer value proposition.

1           2.     The method of claim 1, wherein said identifying a customer value  
2 proposition for the organizational entity further comprises determining a relationship  
3 profile for the organizational entity, said relationship profile further comprising one of  
4 a:

5                     a commodity relationship profile, said commodity relationship profile  
6 characterized primarily by cost control and economy of scale objectives;

7                     a utility relationship profile, said utility relationship profile  
8 characterized by cost control and end-user satisfaction objectives;

9                     a partner relationship profile, said partner relationship profile  
10 characterized by end-user satisfaction and localized control objectives; and

11                     an enabler relationship profile, said enabler relationship profile  
12 characterized by end-user satisfaction and standardization objectives.

13           3.     The method of claim 1, wherein said centralization/consolidation  
14 strategy further comprises one of:

15                     a centralized, consolidated strategy;

16                     a centralized, de-consolidated strategy;

17                     a decentralized, consolidated strategy; and

18                     a decentralized, de-consolidated strategy.

1                   4.     The method of claim 3, wherein:  
2                         a centralized strategy is characteristic of an increased emphasis on  
3 control and standardization of the IT infrastructure;  
4                         a decentralized strategy is characteristic of a decreased emphasis on  
5 control and standardization of the IT infrastructure;  
6                         a consolidated strategy is characteristic of an increased emphasis on  
7 economies of scale and physical co-location of IT infrastructure elements; and  
8                         a de-consolidated strategy is characteristic of a decreased emphasis on  
9 economies of scale and physical co-location of IT infrastructure elements.

10                   5.     The method of claim 4, further comprising:  
11                         identifying individual elements within said domains;  
12                         identifying costs associated with said individual elements;  
13                         identifying benefits associated with said individual elements; and  
14                         performing a cost/benefit analysis for said elements within said  
15 domains;  
16                         wherein said value of said information technology services is  
17 determined by subtracting the sum total of said costs of each of said elements within  
18 each of said domains from the sum total of the benefits of each of said elements  
19 within each of said domains.

20                   6.     The method of claim 5, wherein identifying benefits associated with  
21 said individual elements further comprises:  
22                         identifying attributes of said individual elements; and  
23                         determining common attributes among said individual elements,  
24 thereby linking said individual elements with a business function provided thereby.

1           7.     A storage medium encoded with a machine readable computer program  
2 code for improving an information technology (IT) infrastructure for an  
3 organizational entity, the storage medium including instructions for causing a  
4 computer to implement a method, the method comprising:

5                     identifying a customer value proposition for the organizational entity,  
6 said customer value proposition reflecting an IT end user's perceived value derived  
7 from the use of information technology services;

8                     determining a centralization/consolidation strategy for each of a  
9 plurality of infrastructure domains, said centralization/consolidation strategy  
10 reflecting the degree of centralization and consolidation to be implemented within  
11 said domains; and

12                     determining a normalized centralization/consolidation strategy over all  
13 of said plurality of infrastructure domains;

14                     wherein said normalized centralization/consolidation strategy balances  
15 said centralization/consolidation strategies for each of said plurality of infrastructure  
16 domains, thereby maximizing the value of said information technology services in  
17 accordance with said identified customer value proposition.

1           8.     The storage medium of claim 7, wherein said identifying a customer  
2 value proposition for the organizational entity further comprises determining a  
3 relationship profile for the organizational entity, said relationship profile further  
4 comprising one of a:  
5                 a commodity relationship profile, said commodity relationship profile  
6 characterized primarily by cost control and economy of scale objectives;  
7                 a utility relationship profile, said utility relationship profile  
8 characterized by cost control and end-user satisfaction objectives;  
9                 a partner relationship profile, said partner relationship profile  
10 characterized by end-user satisfaction and localized control objectives; and  
11                 an enabler relationship profile, said enabler relationship profile  
12 characterized by end-user satisfaction and standardization objectives.

1           9.     The storage medium of claim 7, wherein said  
2 centralization/consolidation strategy further comprises one of:  
3                 a centralized, consolidated strategy;  
4                 a centralized, de-consolidated strategy;  
5                 a decentralized, consolidated strategy; and  
6                 a decentralized, de-consolidated strategy.

1                   10.    The storage medium of claim 9, wherein:  
2                        a centralized strategy is characteristic of an increased emphasis on  
3 control and standardization of the IT infrastructure;  
4                        a decentralized strategy is characteristic of a decreased emphasis on  
5 control and standardization of the IT infrastructure;  
6                        a consolidated strategy is characteristic of an increased emphasis on  
7 economies of scale and physical co-location of IT infrastructure elements; and  
8                        a de-consolidated strategy is characteristic of a decreased emphasis on  
9 economies of scale and physical co-location of IT infrastructure elements.

10                   11.   The storage medium of claim 10, further comprising:  
11                        identifying individual elements within said domains;  
12                        identifying costs associated with said individual elements;  
13                        identifying benefits associated with said individual elements; and  
14                        performing a cost/benefit analysis for said elements within said  
15 domains;  
16                        wherein said value of said information technology services is  
17 determined by subtracting the sum total of said costs of each of said elements within  
18 each of said domains from the sum total of the benefits of each of said elements  
19 within each of said domains.

1                   12.    The storage medium of claim 11, wherein identifying benefits  
2 associated with said individual elements further comprises:  
3                        identifying attributes of said individual elements; and  
4                        determining common attributes among said individual elements,  
5 thereby linking said individual elements with a business function provided thereby.

1           13.     A computer data signal for improving an information technology (IT)  
2 infrastructure for an organizational entity, the computer data signal comprising code  
3 configured to cause a processor to implement a method, the method comprising:

4                     identifying a customer value proposition for the organizational entity,  
5 said customer value proposition reflecting an IT end user's perceived value derived  
6 from the use of information technology services;

7                     determining a centralization/consolidation strategy for each of a  
8 plurality of infrastructure domains, said centralization/consolidation strategy  
9 reflecting the degree of centralization and consolidation to be implemented within  
10 said domains; and

11                    determining a normalized centralization/consolidation strategy over all  
12 of said plurality of infrastructure domains;

13                    wherein said normalized centralization/consolidation strategy balances  
14 said centralization/consolidation strategies for each of said plurality of infrastructure  
15 domains, thereby maximizing the value of said information technology services in  
16 accordance with said identified customer value proposition.

1           14.     The computer data signal of claim 13, wherein said identifying a  
2 customer value proposition for the organizational entity further comprises  
3 determining a relationship profile for the organizational entity, said relationship  
4 profile further comprising one of a:  
5                 a commodity relationship profile, said commodity relationship profile  
6 characterized primarily by cost control and economy of scale objectives;  
7                 a utility relationship profile, said utility relationship profile  
8 characterized by cost control and end-user satisfaction objectives;  
9                 a partner relationship profile, said partner relationship profile  
10 characterized by end-user satisfaction and localized control objectives; and  
11                 an enabler relationship profile, said enabler relationship profile  
12 characterized by end-user satisfaction and standardization objectives.

13           15.     The computer data signal of claim 13, wherein said  
14 centralization/consolidation strategy further comprises one of:  
15                 a centralized, consolidated strategy;  
16                 a centralized, de-consolidated strategy;  
17                 a decentralized, consolidated strategy; and  
18                 a decentralized, de-consolidated strategy.



1           16.    The computer data signal of claim 15, wherein:  
2                   a centralized strategy is characteristic of an increased emphasis on  
3 control and standardization of the IT infrastructure;  
4                   a decentralized strategy is characteristic of a decreased emphasis on  
5 control and standardization of the IT infrastructure;  
6                   a consolidated strategy is characteristic of an increased emphasis on  
7 economies of scale and physical co-location of IT infrastructure elements; and  
8                   a de-consolidated strategy is characteristic of a decreased emphasis on  
9 economies of scale and physical co-location of IT infrastructure elements.

10           17.    The computer data signal of claim 16, further comprising:  
11                   identifying individual elements within said domains;  
12                   identifying costs associated with said individual elements;  
13                   identifying benefits associated with said individual elements; and  
14                   performing a cost/benefit analysis for said elements within said  
15 domains;  
16                   wherein said value of said information technology services is  
17 determined by subtracting the sum total of said costs of each of said elements within  
18 each of said domains from the sum total of the benefits of each of said elements  
19 within each of said domains.

20           18.    The computer data signal of claim 17, wherein identifying benefits  
21 associated with said individual elements further comprises:  
22                   identifying attributes of said individual elements; and  
23                   determining common attributes among said individual elements,  
24 thereby linking said individual elements with a business function provided thereby.